

PRESENTING THE
STEVENSVILLE
RAM RODEO

JULY 29 – AUG 1, 2022
THREE DAYS OF LIVE RODEO ACTION



RAM
RODEO TOUR

LOCAL SPONSORSHIP INFORMATION

www.ramrodeoontario.com



For more information about sponsoring the
STEVENSVILLE RAM RODEO please contact Ben Vander Meer
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DEAR OWNER/MANAGER,

There has never been a more important year to bring the community together and we are excited to announce that the RAM Rodeo Tour is coming to the Niagara region at Montasola Farms for the **Second Annual Stevensville Ram Rodeo on July 30-Aug 1, 2022**. Last year's attendance was just over **3,000** people throughout the weekend. I hope you can find a way to support the event, and regardless come out and enjoy the days' festivities. Of course we will be following the provincial regulations to ensure a safe event. The live-action packed sport of rodeo just as seen at the Calgary Stampede is fun for the whole family and includes events such as bareback and saddle bronc riding, barrel racing, pole bending and the world's most dangerous sport- bull riding!

The RAM Rodeo has been nominated for and won several Ontario Tourism Awards in its' now, 25th year of history. Many in the community will be involved and I hope that you will support them while getting a chance to experience a local sponsorship of this great community event, the RAM Rodeo Tour.

This local sponsorship can give you a feel for the involvement achieved through a RAM Rodeo at a very low introductory price. Below you will find more information on explaining the sport of rodeo and the history of the RAM Rodeo Tour, along with the sponsorship package. It is hoped you will find a level of comfort that you can become involved with and support this local initiative.

Time is of the essence as there are a limited number of sponsorship spaces available before the committee swings into full production. If you have no interest in becoming involved, we still would like to extend our invitation for you to come on out and enjoy what will truly be a major community event this year in Stevensville.

The RAM Rodeo Tour Committee sincerely believes that your participation will only add to the professionalism of our RAM Rodeo, and help this exciting sport to continue to grow and raise monies for rural Ontario communities.

SPORT OF RODEO

The sport of rodeo is a fast-paced, thrilling and entertaining show for the whole family and for people of all walks of life. It is a unique form of entertainment, while highlighting the history of our Canadian cowboys and cowgirls. With all the performances being live, there are never two shows alike. Each aspect of the rodeo utilizes resources from within our home province. For example, the producers, the stock contractors, the rodeo clowns, sound man and all other workers and crews involved are all Ontario based businessmen and individuals. Although the cowboys and cowgirls come from all over Eastern North America, they travel down the road together and there is a real sense of family amongst the competitors. They each love what they do, and they travel throughout Ontario not only to introduce this great sport to the different communities, but to also put on the best show for the public.

OUR FIVE SPONSORSHIP PACKAGES

PACKAGE ONE: THE BUCKING CHUTE SPONSOR – LIMITED QUANTITY (6) – COST: \$1,500.00

- The sponsor will have a banner on one of the six bucking chutes (2 feet x 6 feet). Chute banners being the most coveted advertising space within the arena. As animals and performers enter the arena, the audience will be instructed to turn their attention to the “sponsors chute”. This amounts to multiple announcements for each sponsor making them the centerpiece of the rodeo performances' most dramatic moments.
- Full Page Ad in Rodeo Program
- Company business listing will appear on the RAM Rodeo's Website for the duration of the season and will also feature a live link to said business if possible. This website is part of the RAM Rodeo Tour's “Online Arena” - viewed by over 500,000 visitors per year.
- You will also be mentioned on our Facebook Page multiple times leading up the event.
- You will receive 10 VIP tickets to attend one day at the Stevensville RAM Rodeo, and will all be given access behind the chutes where you will be introduced to the athletes, both human and animal. Also, each VIP is invited to have a complimentary drink at the Alberta Premium Cowboy Tent.

PACKAGE TWO: THE DIAMOND BUCKLE EVENT SPONSOR – COST: \$1,000

This Package includes the Opportunity to be a sponsor of one of the events of the Rodeo (ie. Barrel Racing, Pole Bending, Bull Riding, Saddle Bronc)

- 1 banner (2 feet x 4 feet) hung in the arena
- Half page Ad in Rodeo Program
- Company business listing will appear on the RAM Rodeo's Website for the duration of the season and will also feature a live link to said business if possible. This website is part of the RAM Rodeo Tour's “Online Arena” - viewed by over 500,000 visitors per year.
- You will also be mentioned on our Facebook Page multiple times leading up the event.
- You will receive 8 VIP tickets to attend one day at the Stevensville RAM Rodeo, and will all be given access behind the chutes where you will be introduced to the athletes, both human and animal. Also, each VIP is invited to have a complimentary drink at the Alberta Premium Cowboy Tent.

PACKAGE THREE: THE PLATINUM BUCKLE – COST: \$800

This package involves sponsoring one of the 7 Cowboy/Cowgirls during one of the seven events for both days of competition.

- 1 banner (2 feet x 4 feet) hung in the arena
- Quarter Page Ad in Rodeo Program
- Company business listing will appear on the RAM Rodeo's Website for the duration of the season and will also feature a live link to said business if possible. This website is part of the RAM Rodeo Tour's “Online Arena” - viewed by over 500,000 visitors per year.
- You will also be mentioned on our Facebook Page multiple times leading up the event.
- You will receive 6 VIP tickets to attend one day at the Stevensville RAM Rodeo, and will all be given access behind the chutes where you will be introduced to the athletes, both human and animal. Also, each VIP is invited to have a complimentary drink at the Alberta Premium Cowboy Tent.

PACKAGE FOUR: THE GOLD BUCKLE – COST: \$500.00

- 1 banner (18 inches x 4 foot wide) hung in the arena
- Business Card Ad in our Rodeo Program
- Company business listing will appear on the RAM Rodeo's Website for the duration of the season and will also feature a live link to said business if possible. This website is part of the RAM Rodeo Tour's “Online Arena” - viewed by over 500,000 visitors per year.
- You will receive 4 VIP tickets to attend one day at the Stevensville RAM Rodeo, and will all be given access behind the chutes where you will be introduced to the athletes, both human and animal. Also, each VIP is invited to have a complimentary drink at the Alberta Premium Cowboy Tent.

PACKAGE FIVE: THE SILVER BUCKLE – COST: \$300.00

- 1 banner (18 inches x 4 foot wide) hung around the arena

- Business will be listed in the Rodeo Program
- You will receive 2 VIP tickets to attend one day at the Stevensville RAM Rodeo, and will all be given access behind the chutes where you will be introduced to the athletes, both human and animal. Also, each VIP is invited to have a complimentary drink at the Alberta Premium Cowboy Tent.

VENDOR SPACE ONLY – COST \$250.00

Vendor space for the duration of the weekend event will be provided. Each vendor space is a 12 x 12 foot area.

****VENDOR SPACE CAN BE ADDED TO ANY SPONSORSHIP PACKAGE FOR \$100**



- Be a part of the Niagara Event while becoming a partner of the RAM Rodeo Tour at a low introductory price
- Be a part of the Ram Rodeo Tour as it enters its 25th year
- Estimated Attendance: 4000
- Local Media Impressions: 2.4 Million
- Great place to bring family and friends for a great weekend of wild western entertainment, as seen at the Calgary Stampede!